Worldwide Founding Partner

DiscoveryGolf





As a Worldwide Founding Partner of GOLFTV, IBM will receive:





III. **IBM SIGNITURE EVENT SHOWCASE**

11. GOLFTV 2.0 INTEGRATION

IV. DISCOVERY TARGETED MEDIA

IV. **ADDITIONAL** MARKETING ASSETS







As a Worldwide Founding Partner in 2019, IBM will receive the following global recognition on GOLFTV's 1.0 site, whilst we work together on the development of 2.0:

- Founding partner logo recognition, 20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold
- Permanent footer logo presence in the founding partner tier on GOLFTV website & app
- 'IBM Start Now or from Beginning' 100% SOV ownership
- IBM Golf Technology Showcase page detailing the upcoming IBM work on GOLFTV 2.0 and signature events

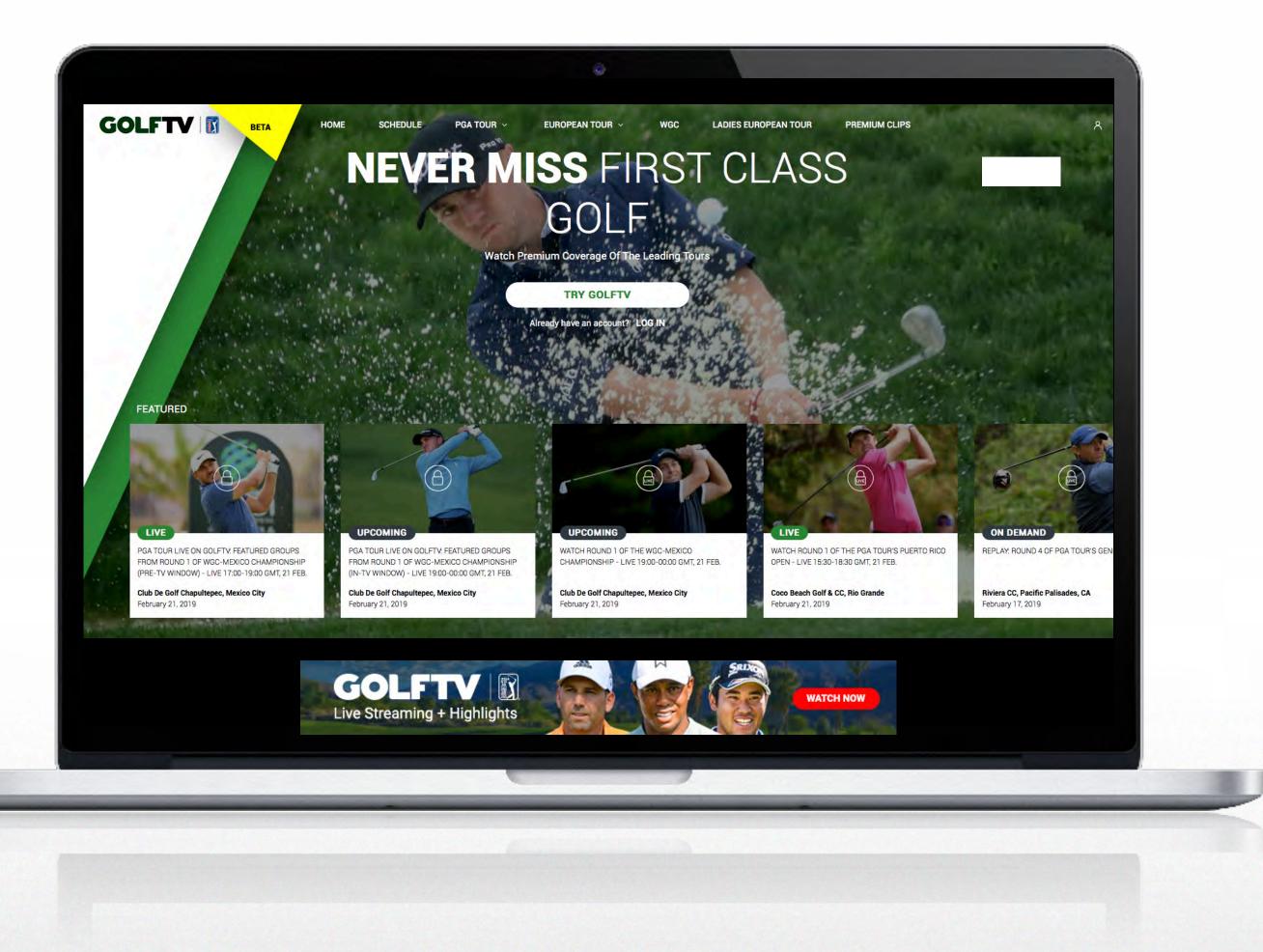
I. GOLFTV 1.0 INTEGRATION





Founding partner logo recognition

20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold*



*Mock for example purposes only, final design subject to change

I. GOLFTV 1.0 INTEGRATION





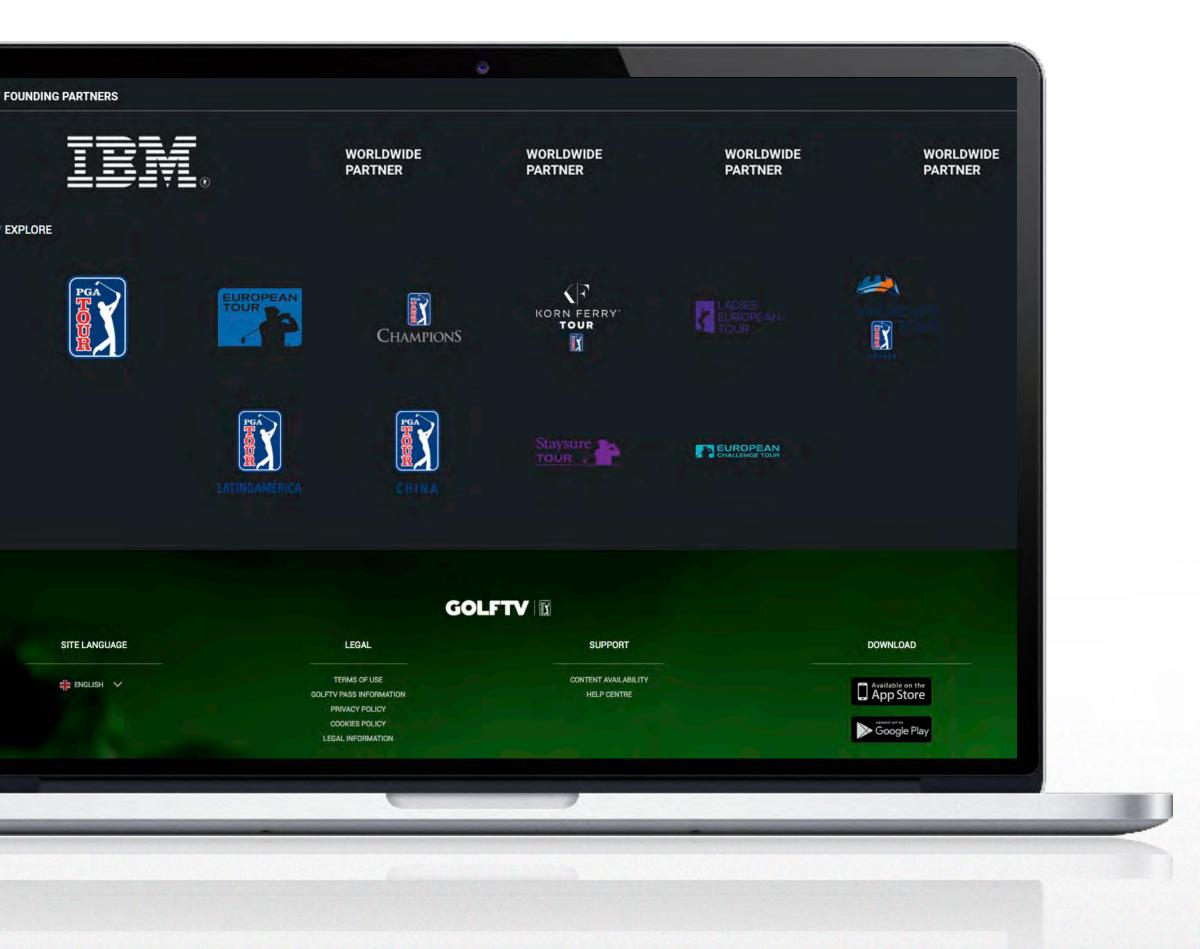


Permanent footer logo

presence in the founding partner tier on GOLFTV website & app*

*Mock for example purposes only, final design subject to change

SiscoveryGolf I. GOLFTV 1.0 INTEGRATION



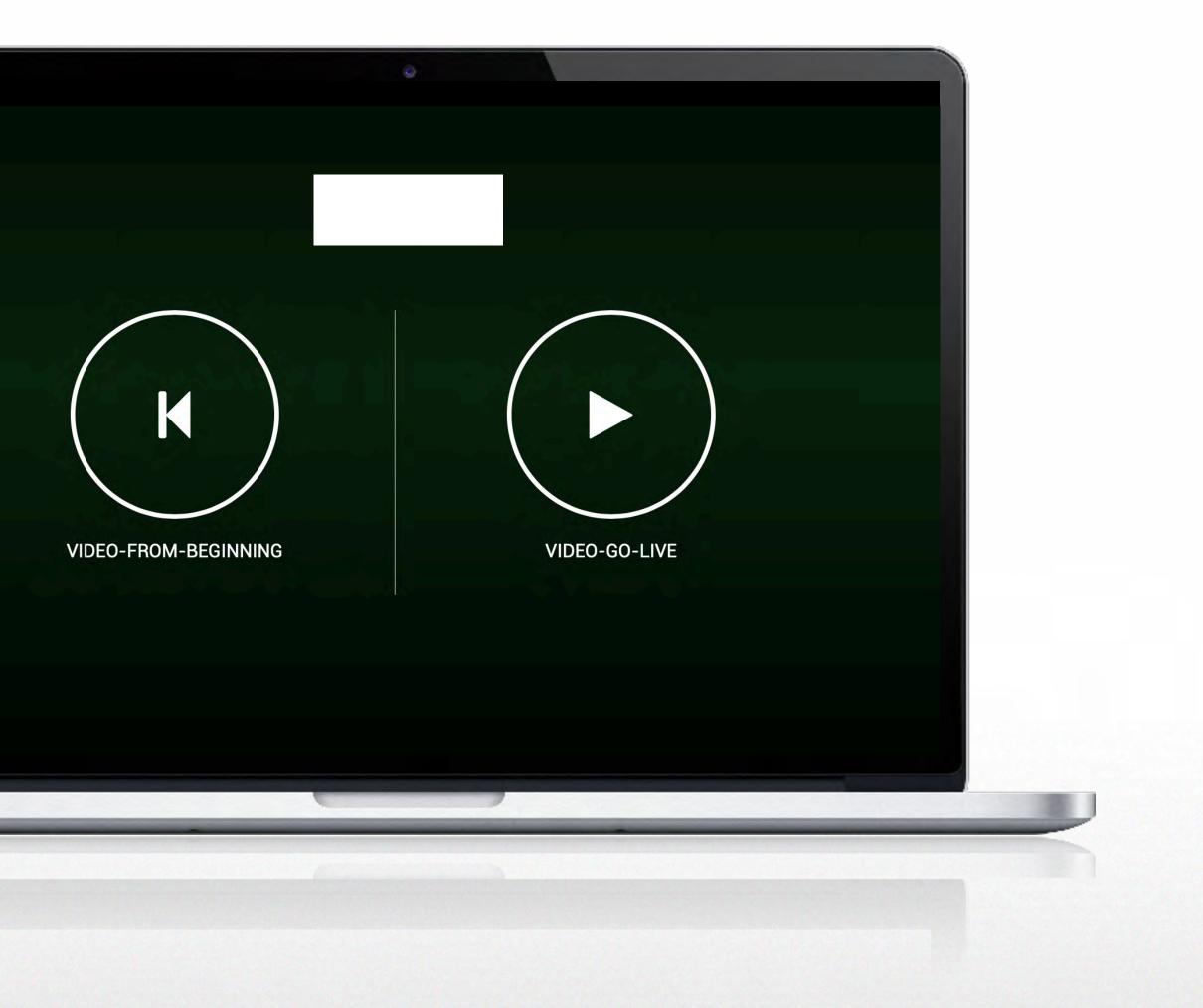






'IBM Start Now or Back to Beginning' 100% SOV ownership*

*Mock for example purposes only, final design subject to change









IBM Golf Technology

Showcase page detailing the work IBM are doing on GOLFTV 2.0 and future signature events*



*Mock for example purposes only, final design subject to change

I. GOLFTV 1.0 INTEGRATION







II. GOLFTV 2.0 INTEGRATION

As a Worldwide Founding Partner in 2019, IBM will receive the following global recognition on GOLFTV's 2.0 site. The exact visuals will be developed with IBM during the site development:

- Founding partner logo recognition, 20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold
- Permanent footer logo presence in the founding partner tier on GOLFTV website & app
- 'IBM Start Now or Catch up' 100% SOV ownership
- IBM Golf Technology Showcase page detailing IBM's work on 2.0 and signature events
- IBM year round highlights section on 2.0
- Favourite player clips brought to you by IBM



*Visual representation listed on following slides, Mock for example purposes only, final design subject to change.



SiscoveryGolf

III. IBM Signature event Showcase



The invitation

Lead up to each event Includes personalized Invitations sent by GOLFTV + IBM to experience The signature tournament

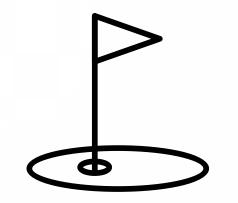
This then links to a "landing Page" or "home page for the Event (AKA. The clubhouse")



The clubhouse

Home base of the event with Access to the live stream, Highlight content, etc.

Provides a summarization of key information about the event (latest leader stats, latest news highlights, player info. etc.)

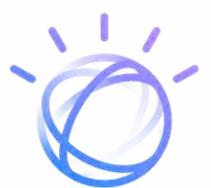


THE COURSE

Bring the course to life through A bird's eye/map view, as well as 3D exploration

Show player progress and shot/ tracking capabilities (IBM Track)

> Embedded video content when available



Golf Intelligence

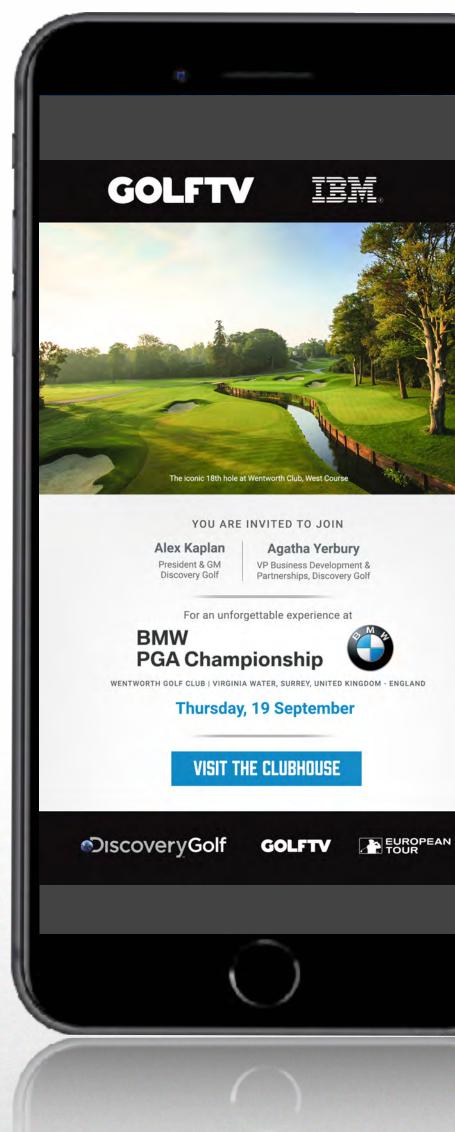
Bring powerful, IBM powered Insights to viewers using real Mystics, and vast amounts Of unstructured, historical data







The invitation



Mock for example purposes only, final design subject to change





Lead up to each event Includes personalized Invitations sent by GOLFTV + IBM to experience The signature tournament

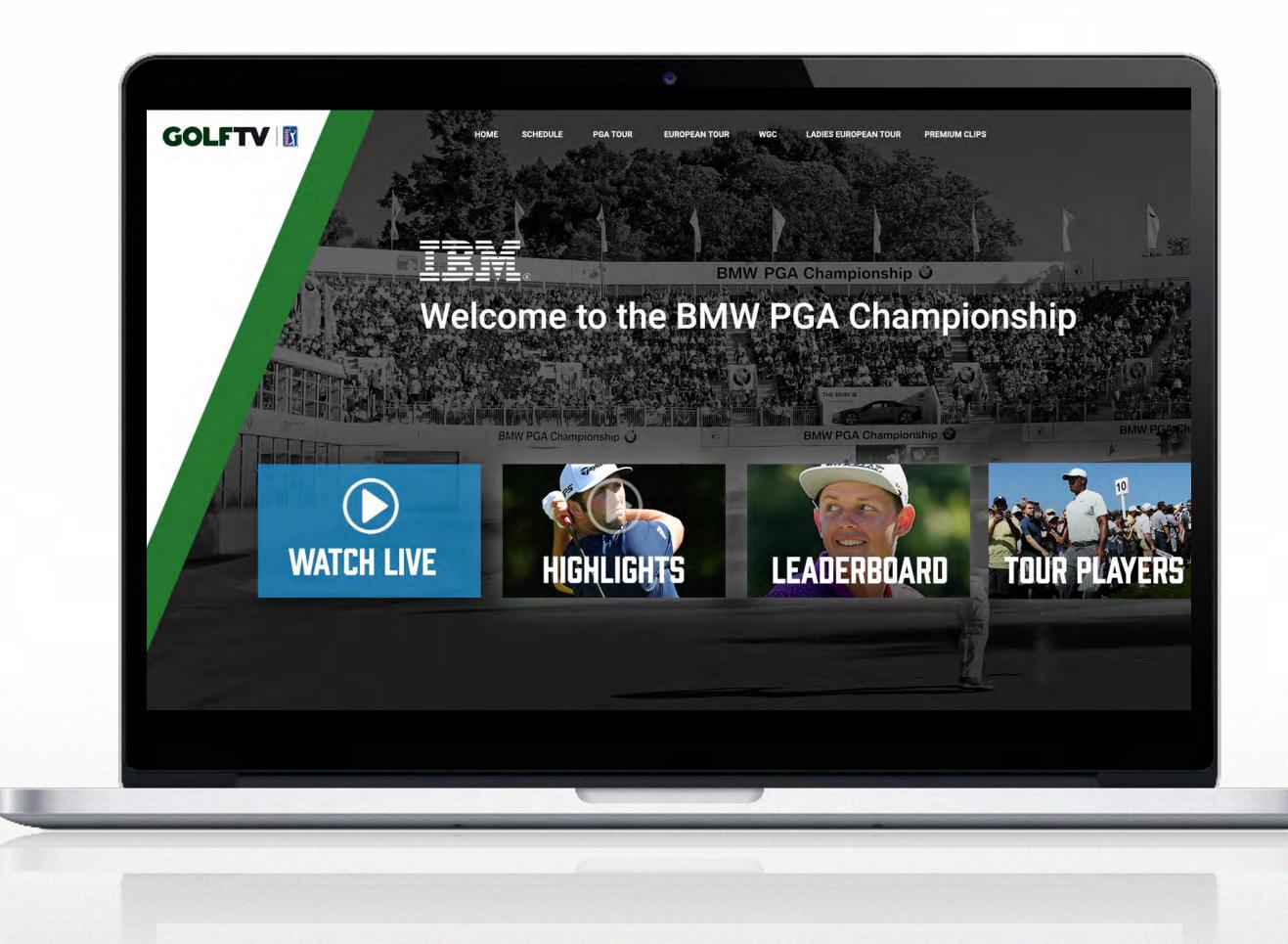
This then links to a "landing Page" or "home page for the Event (AKA. The clubhouse")







The ibm clubhouse



Mock for example purposes only, final design subject to change



Home base of the event with access to the live stream, highlight content, etc.

Provides a summarization of key information about the event (latest leader stats, latest news highlights, player info. etc.)



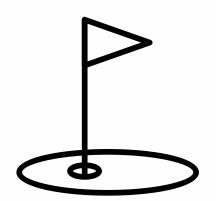




The Course



Mock for example purposes only, final design subject to change



Bring the course to life through A bird's eye/map view, as well as 3D exploration

Show player progress and shot/ tracking capabilities (IBM Track)

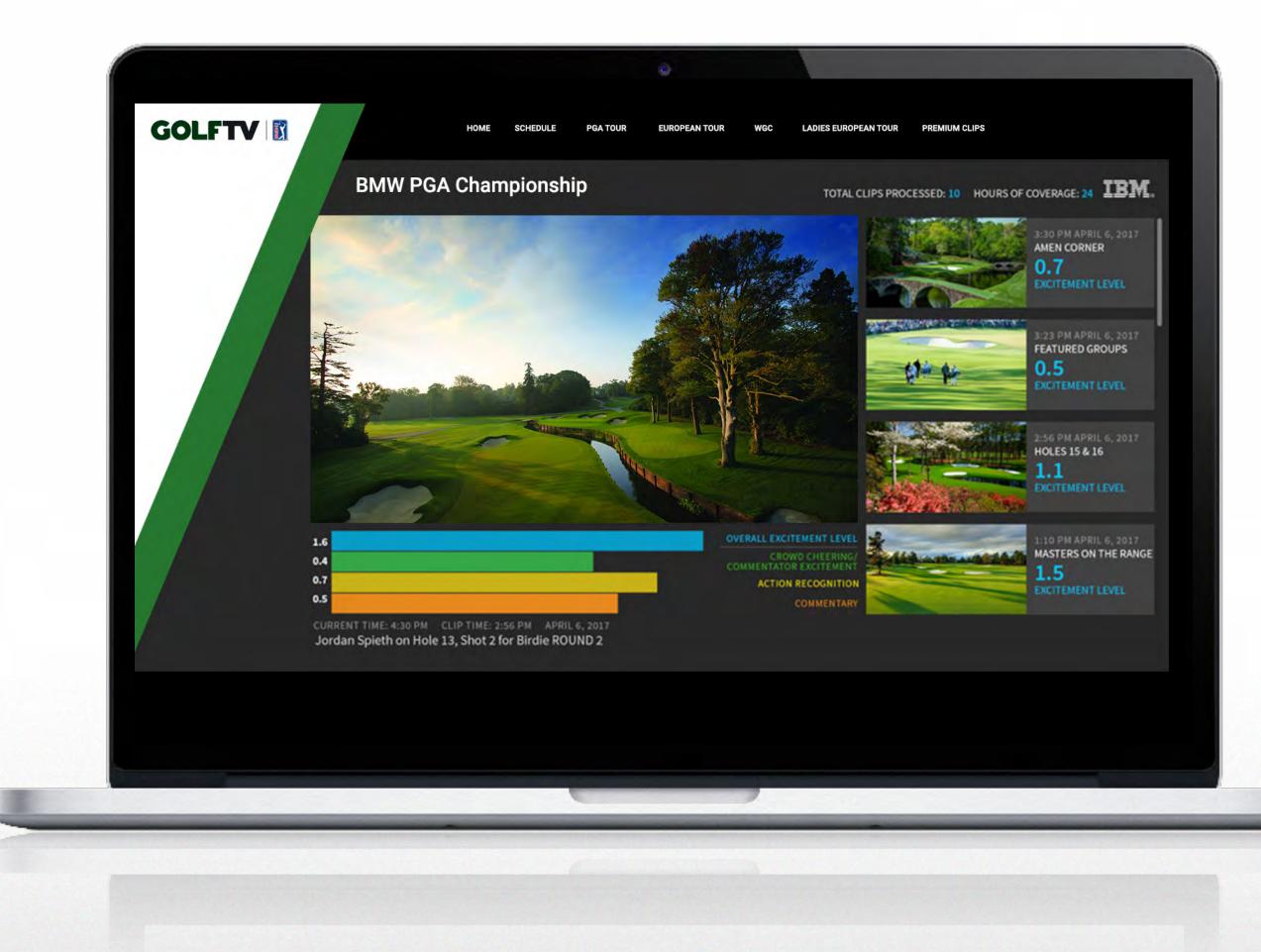
Embedded video content when available



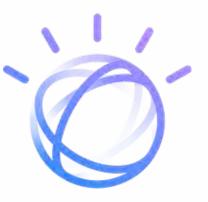


SiscoveryGolf

Ibm golf intelligence



Mock for example purposes only, final design subject to change



Bring powerful, IBM powered Insights to viewers using real Mystics, and vast amounts Of unstructured, historical data







IV. Discovery targeted media

Lastly, IBM will receive targeted media funds on GOLFTV, PGATOUR.com, Golf Digest and Eurosport as part of our Worldwide Partnership.

GOLFTV











PGA TOUR Live Coverage Sponsorship

Featured Groups + Featured Holes

Homepage Roadblock Run of Platform: Video bundle

Mock for example purposes only, final design subject to change

Highlights Carousel

Run of Platform: Display banners









Run Of Platform Display & Video

Mock for example purposes only, final design subject to change

Video enabled parallax high-impact unit

Mobile premium banners









Homepage Roadblock & Custom Crown Video Unit

Every Hole At Sponsorship

Mock for example purposes only, final design subject to change

Major Championship s Sponsorship

@GolfDigest Instagram Stories











marketing assets:

- Global Press Announcement
- An IBM module within GOLFTV consumer e-marketing communications
- Discovery Executive appearance time allocation, tbc
- Dedicated IBM / Discovery Account Manager
- Discovery Golf content production capabilities
- Hospitality Program at key signature events, tbc
- Discovery Golf content production capabilities

V. ADDITIONAL MARKETING ASSETS

Worldwide Founding Partner, IBM will receive additional







IBM DISCOVERY GOLF INVESTMENT

YEAR 1 - \$2MM

• YEAR 2 - \$2.5MM

YEAR 3 - \$3.5MM

Total Partnership Investment- \$8MM

*Option to spread media spend across Eurosport linear platform in addition to GOLFTV & Golf Digest

• Exclusive Founding Partner Investment - \$1MM • Content & Media Investment for GOLFTV - \$500K (\$250K minimum on media) Media Investment for Golf Digest - \$500K

• Exclusive Founding Partner Investment - \$1MM Content & Media Investment for GOLFTV - \$750k (\$500K minimum on media) Media Investment for Golf Digest - \$750K

• Exclusive Founding Partner Investment - \$1MM • Content & Media Investment for GOLFTV - \$1.25MM (\$750K minimum on media) Media Investment for Golf Digest - \$1.25MM









SiscoveryGolf

PGA TOUR Live Coverage Sponsorship: 100% Ownership

- Sponsor a PGA TOUR Live tournament coverage on GOLFTV
 - 100% Ownership of the following for X days during that particular event:
 - Presented by Logo (ad unit top right in mock)
 - Companion banner
 - Tune-in bumper
 - .15s Pre-roll
- Geo-targeting capabilities
- Timing: Tournaments/dates TBD

Mock for example purposes only, final design subject to change



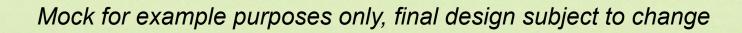






Featured Groups + Featured Holes Sponsorship

- 100% ownership of Featured Groups and Featured Holes for 4 days throughout designated tournaments
- 100% Ownership of the following for during each playoff event:
 - Presented by Logo (top right ad until)
 - Bumper
 - ► .15s Pre-roll
- Geo-targeting capabilities
- Timing: Tournaments/dates TBD





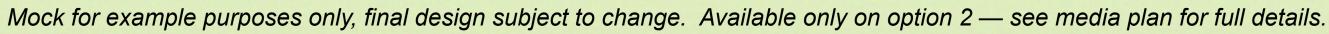






III. Highlights Carousel Sponsorship

- Sponsor GOLFTV's on-going Highlights carousel featuring the must-see shots from each tournament round
 - Your brand will have 50% SOV of the following VOD elements:
 - Pre-roll
 - Presented by logo
- Geo-targeting capabilities
- Timing: TBD





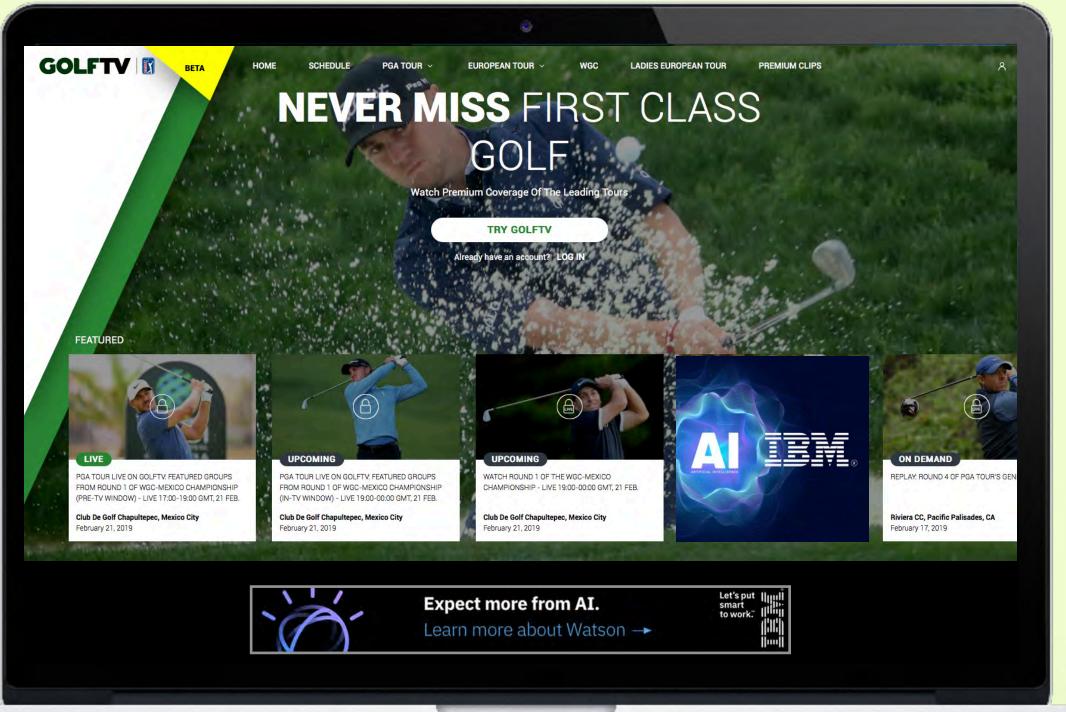




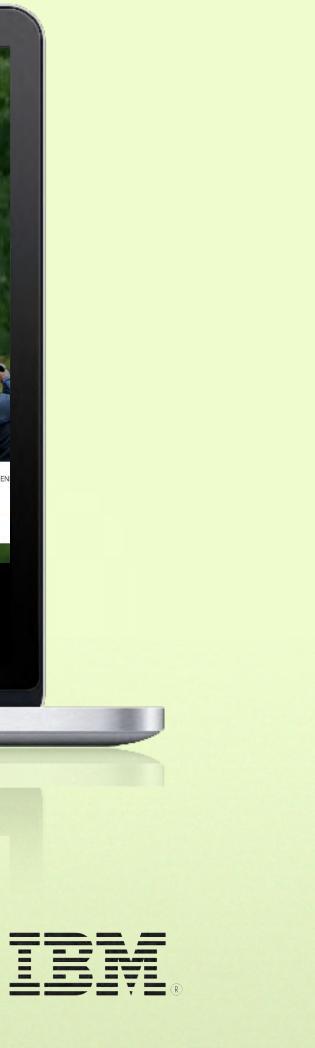


Homepage Roadblock

- Your brand can own the top two ad units on the GOLFTV homepage in
- Geo-targeting capabilities
- Timing: TBD (+ based on availability)









Run of Platform: Video Bundle

- Your brand will run pre-roll and mid-roll throughout Live and VOD GOLFTV content
- Geo-targeting capabilities
- Timing: TBD

Mock for example purposes only, final design subject to change









Run of Platform: Display Banners

- Your brand will have standard display banners to run across GOLFTV platforms
- Geo-targeting capabilities
- Timing: TBD

Mock for example purposes only, final design subject to change

/ PGA TOUR ARCHIVE

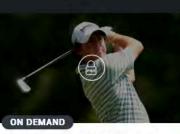
"He plays a game with which I approved familiar." Bobby Jones on Jack Nicklaus, (96

ON DEMAND PGA TOUR CLASSICS - JACK NICKLAUS' BEST FINISH EVER

December 27, 2018

ON DEMAND PGA TOUR CLASSICS - WATSON AND NORMANS LEGENDARY DUEL AT THE 1984 WESTERN OPEN

December 27, 2018



PGA TOUR CLASSICS - RORY MCILROY'S RECORD-BREAKING FIRST PGA TOUR WIN

December 27, 2018



PGA TOUR REWIND - TIGER WINS THE 2001 PLAYERS CHAMPIONSHIP

December 27, 2018

cember 27, 2018



PGA TOUR CLASSICS - THE 20

December 27, 2018



ON DEMAND PGA TOUR LATINOAMÉRICA WINS GO VACACIONES COZUMEL CUP December 27, 2018



PGA TOUR LATINOAMÉRICA TAKES 3 OF 5 FOURSOMES MATCHES VACACIONES COZUMEL CUP.

ecember 27, 2018



PEA TOUR LATINOAMERICA LEADS AT THE G VACACIONES COZUMEL CUP. December 27, 2018



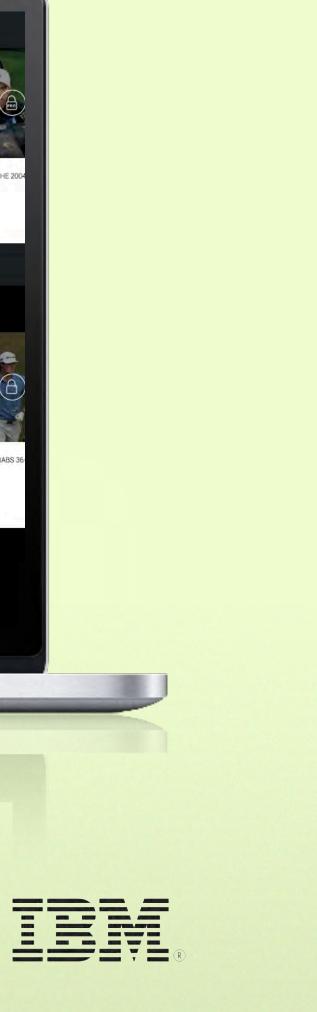


GUILLERMO PEREIRA GRABS : MALINALCO CLASSIC

ember 27, 2018

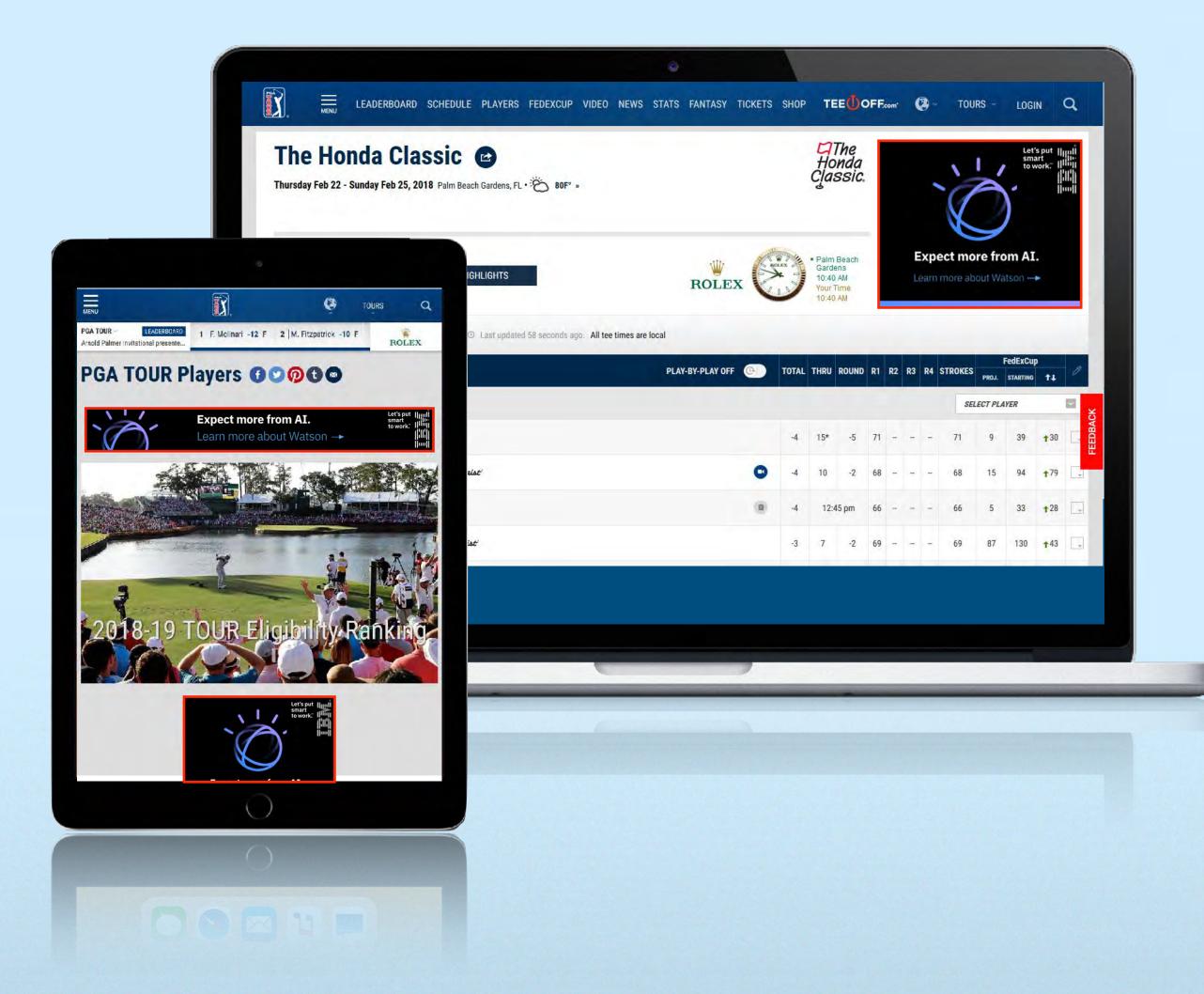
Expect more from AI. Learn more about Watson --





SiscoveryGolf

Run Of Platform Display & Video - PGATOUR.COM



- Home Page takeover
- Pre-rolls to run across all live and VOD content on PGATOUR.com
- Response web and mobile app capabilities
- Geo-targeting

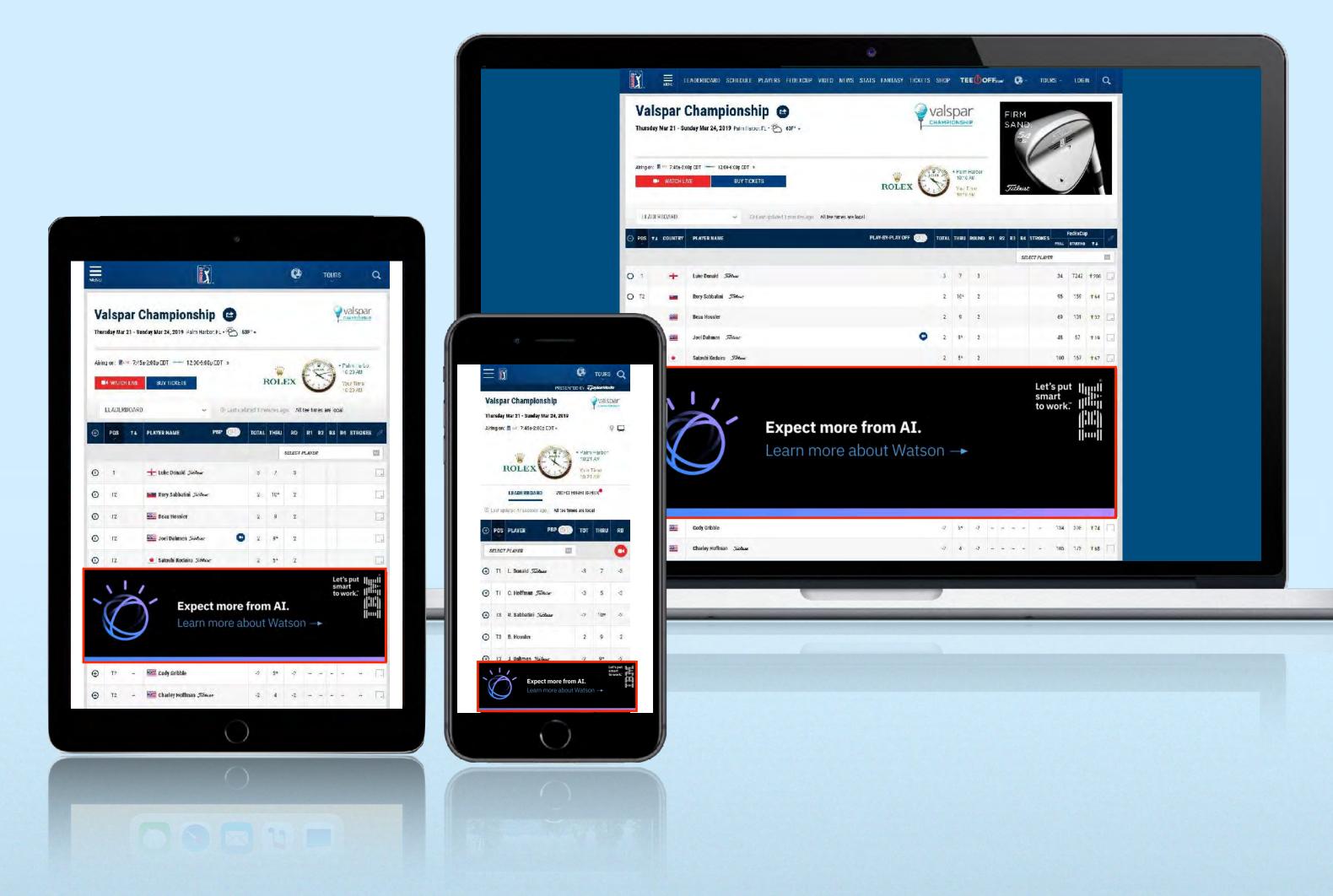






SiscoveryGolf

Video enabled parallax high-impact unit - PGATOUR.COM



- High impact unit with video to run within row 5 of leaderboard across
 PGA TOUR responsive website.
- Geo-targeting

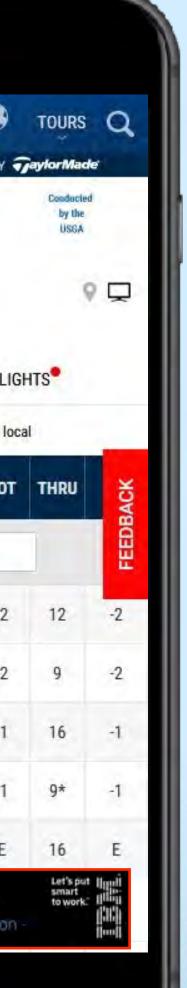






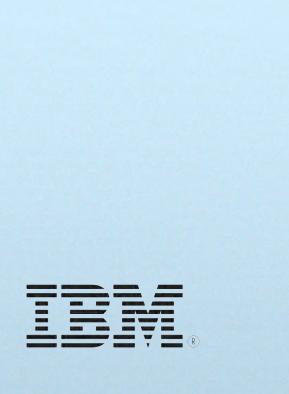
Mobile premium banners - pgatour.com

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Display banner to run across PGA TOUR mobile web and apps

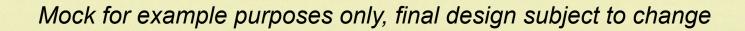


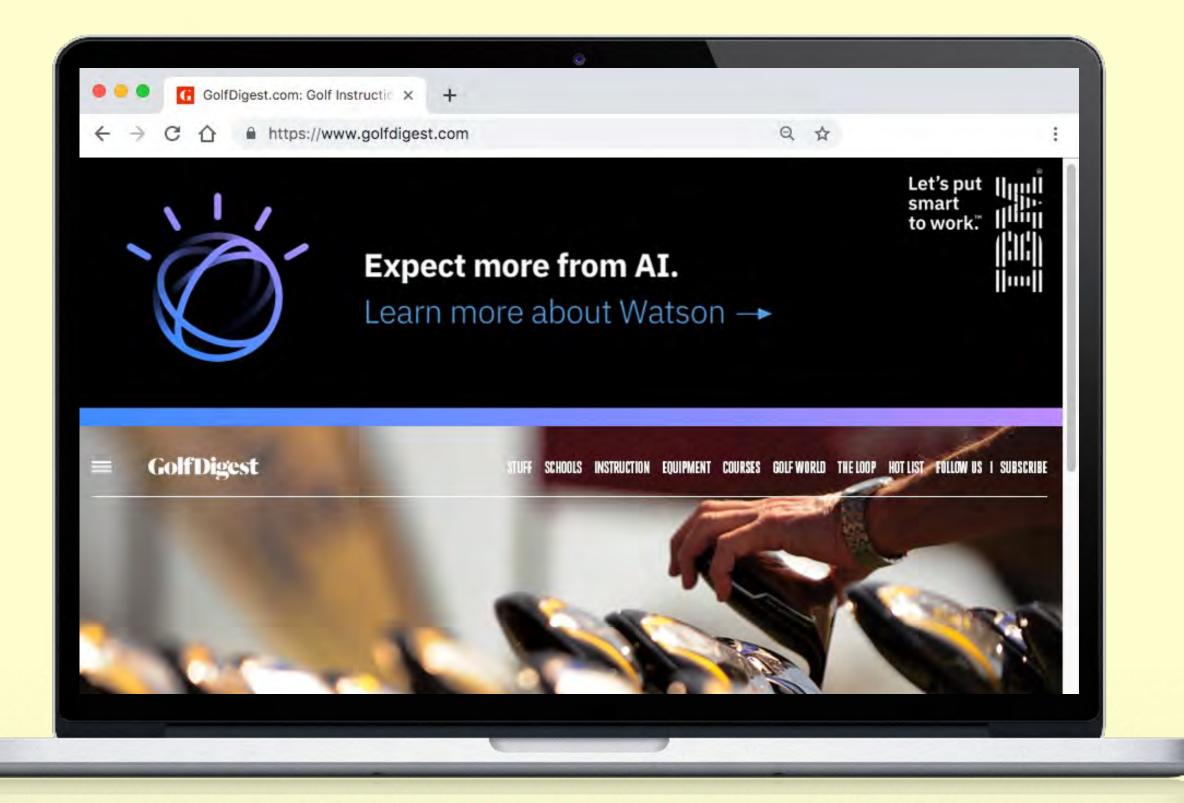




Homepage Roadblock & Custom Crown Video Unit

- Your brand can own 100% SOV of the Golf Digest homepage on the day of the takeover
- Takeover can feature high-impact Crown Unit (1920x520)
- Timing: TBD (+ based on availability)







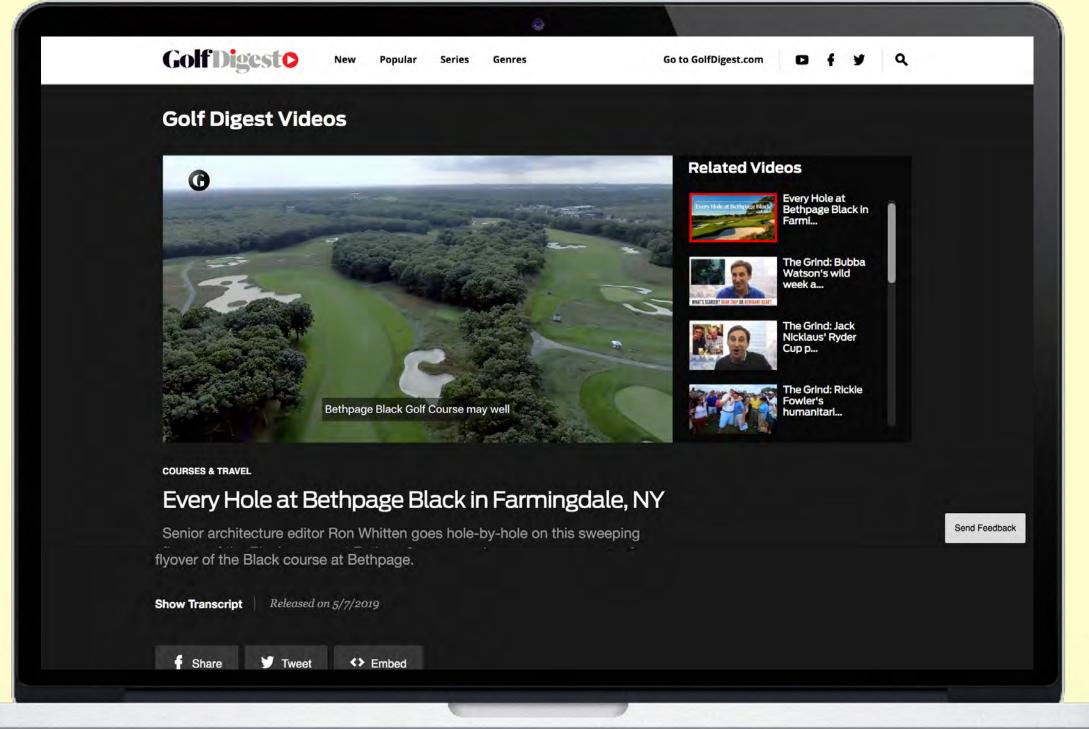






Every Hole At Sponsorship

- In Golf Digest's Every Hole At series, our editors provide a hole-by-hole narration of flyover tours featuring the worlds most famous and hard to access golf courses
- Your brand can own 100% SOV of the content via pre-roll placements
- Timing: TBD (+ based on availability)



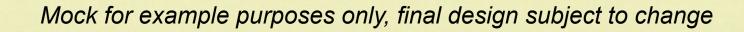


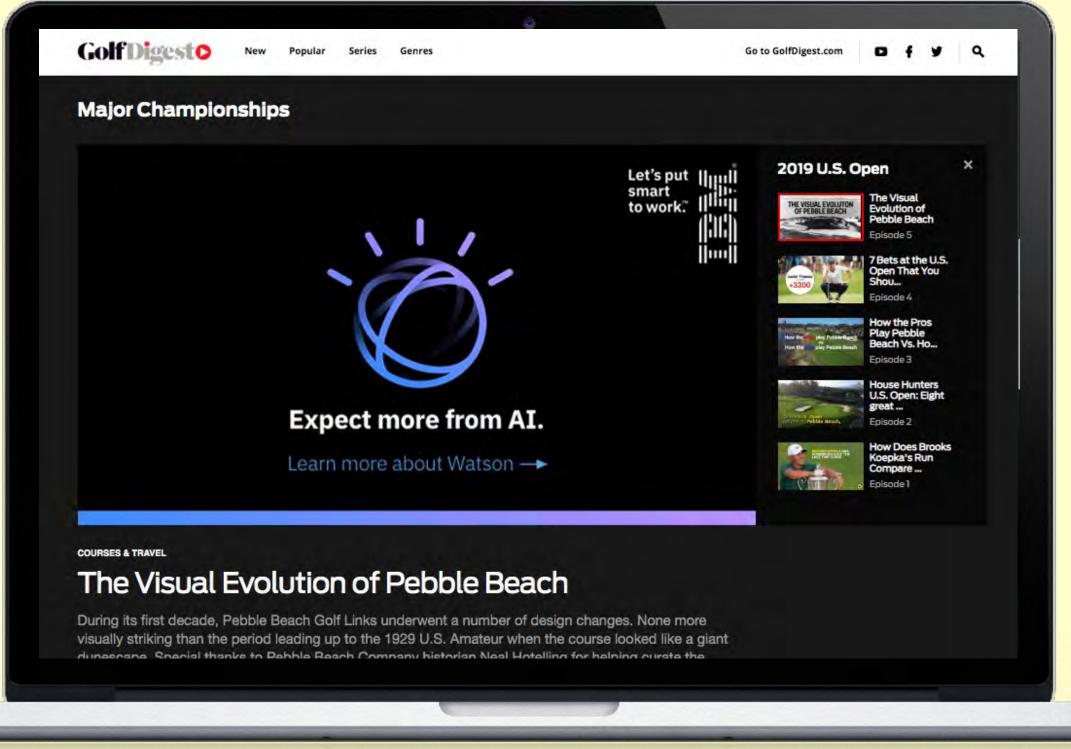




Major Championships Sponsorship

- Major Championships is a three to four episode series featuring four awardwinning team of editors as they discuss historic wins, potential future winners, craziest finishes, tournament facts, course facts, etc.
- Your brand can own 100% SOV of the "Major Championships" for one of the 2020 Majors via pre-roll placements and a "Presented by' intro slate
- Timing: TBD (+ based on commitment / availability)











@GolfDigest Instagram Stories

- :15 Instagram story ad will live on its own between tile 2 and 3
- Swipe up content integration

Mock for example purposes only, final design subject to change

